



## **Abstract for Application 10/728 857**

Title: DATA ANALYSIS SYSTEM AND METHOD

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A data visualisation system for a method of data analysis comprising a database of interaction data between customers and merchants; a display of a graphical spatial representation of at least part of the commercial premises of a merchant; retrieving from the interaction database a plurality of data values representing interactions between customers and merchants; generating and superimposing a representation of the data values on the spatial representation; and superimposing a representation of interactions between customers and merchants associated with part of the spatial representation selected by a user in order to answer business value questions.